

**R**on Whyte (#2586) got the attention of Bob Schwerdt (#505-L) at the Perfins Club meeting in Springfield last summer with this postal card with an added perforated stamp. Bob was quick to ask whether this might constitute *Hustler* magazine's first advertisement! The card, mailed April 14, 1927, from Terre Haute, IN, to a potential customer in British Columbia, invites the recipient to return the "attached post card" to receive a copy of the Hustler Catalog. The catalog covered a variety of "concession goods." The perfin is L36 of the Levin Brothers in Terre Haute.



*Dis 1 Cent*  
*J. S. Ruffell*



LEVIN BROTHERS,

Date.....1927

LEVIN BROS.

Ohio and Sixth Sts.,  
Terre Haute, Ind.

Gentlemen:

Please send me your 1927 "Hustler" Catalog when ready. I can be reached at the following address for the next three weeks.

Name .....

Street and No. ....

P. O. Box..... R. F. D.....

City..... State.....

Nature of Business .....

Goods Handled .....



**Yes! NEW CATALOG**  
Will Soon Be Ready

Copies will be ready for distribution in about two weeks. **FILL IN THE ATTACHED CARD AND RETURN AT ONCE.** Your request will be filed and a catalog mailed to you as soon as issued. We are showing a much larger variety and many new lines this season—you will be pleased with our prices, too. In the meantime, don't hesitate to select your orders from any of our previous editions as you will be given the benefit of prevailing prices.

Principal Lines Featured

JEWELRY	SILVERWARE
CUTLERY	WATCHES
NOVELTIES	DOLLS AND TOYS
PUNCH BOARDS	BLANKETS
CARNIVAL GOODS	AUTOMOBILE TIRES
SPECIALTIES	AND TUBES
ELECTRICAL	CANDIES
APPLIANCES, etc.	SMOKER'S GOODS, Etc.

—FILL IN AND MAIL THE ATTACHED POST CARD—

Established in the Year 1886—Wholesale Only

**LEVIN BROTHERS** TERRE HAUTE,  
INDIANA